

FIG. 1

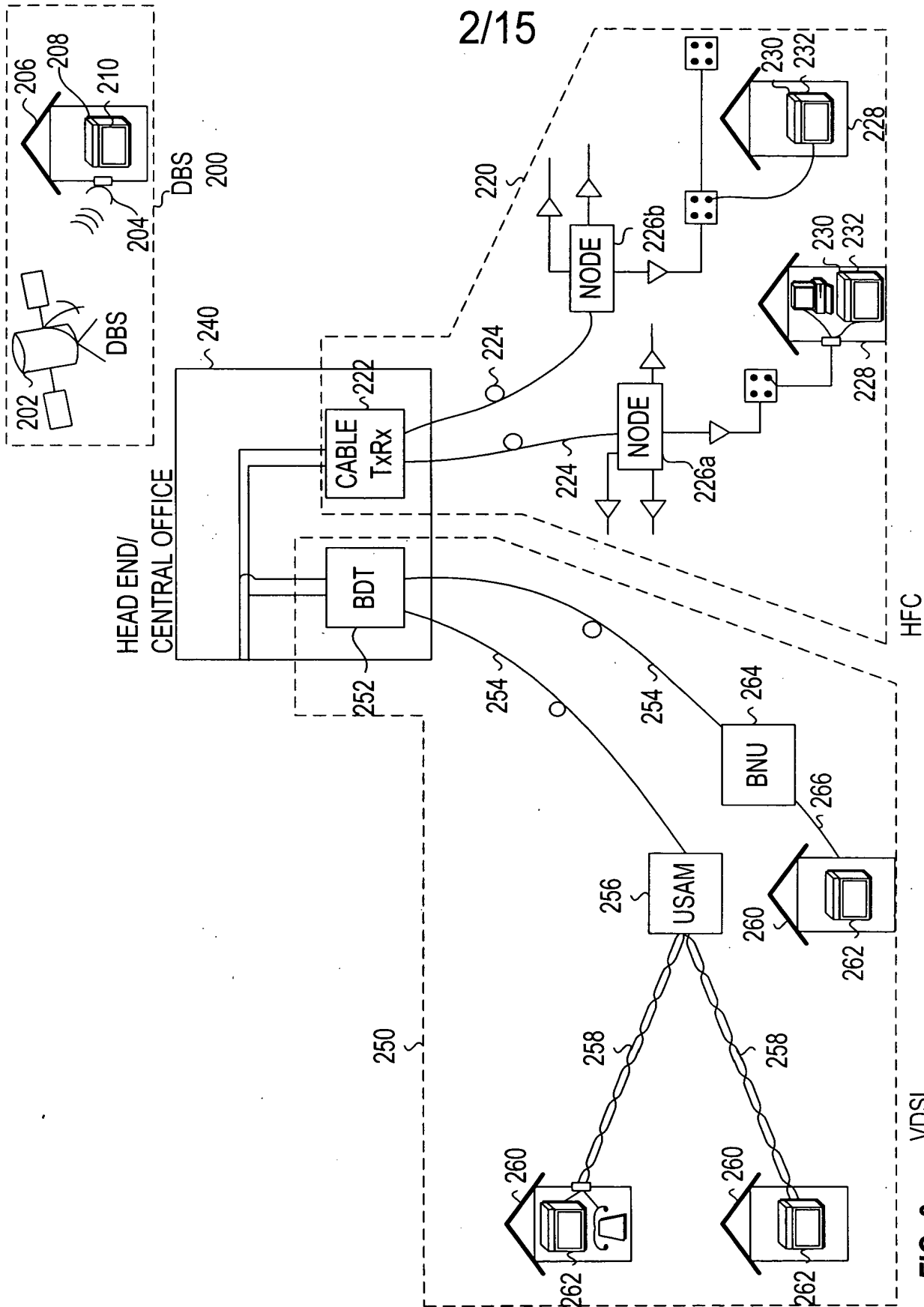


FIG. 2

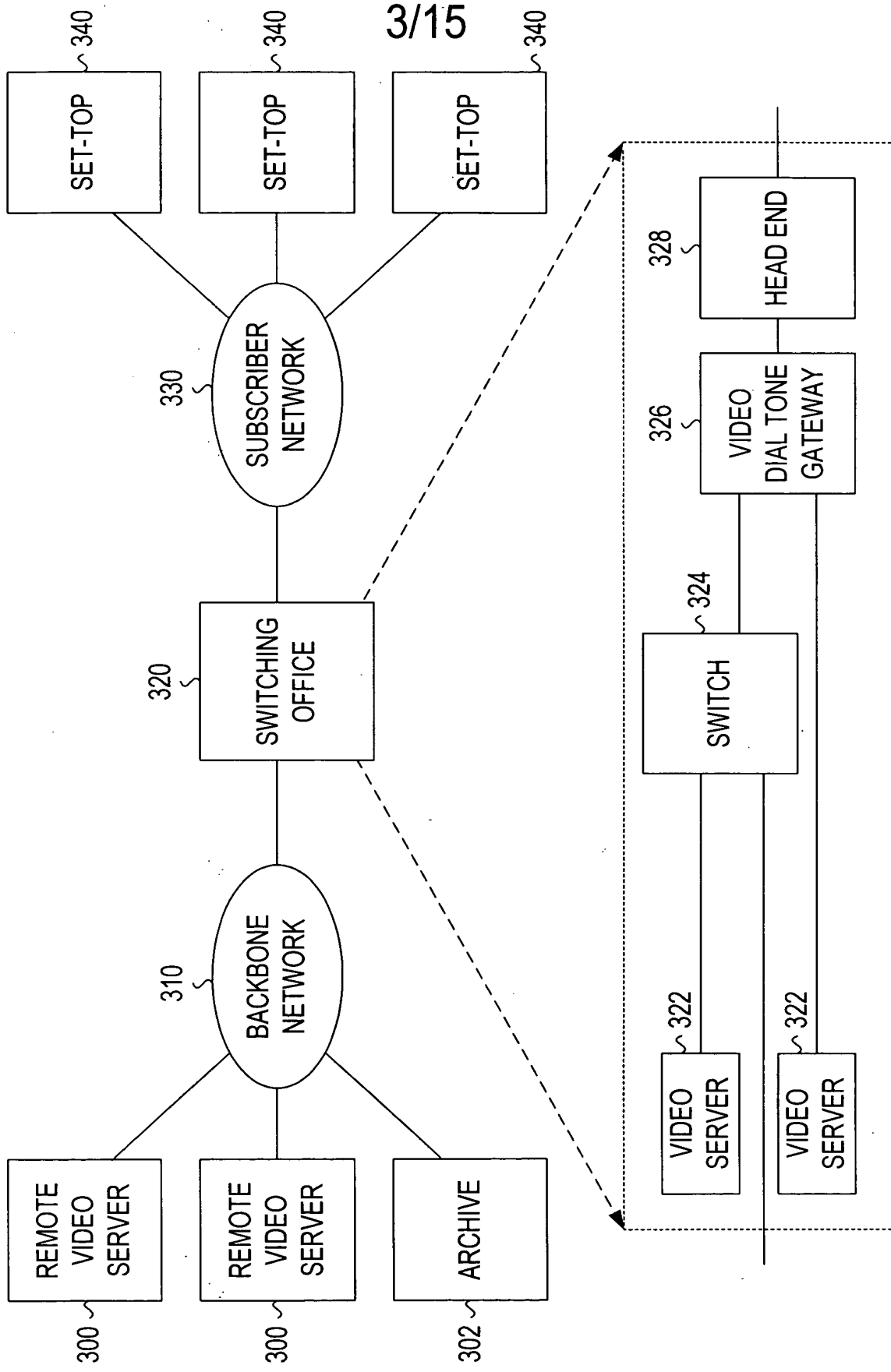


FIG. 3

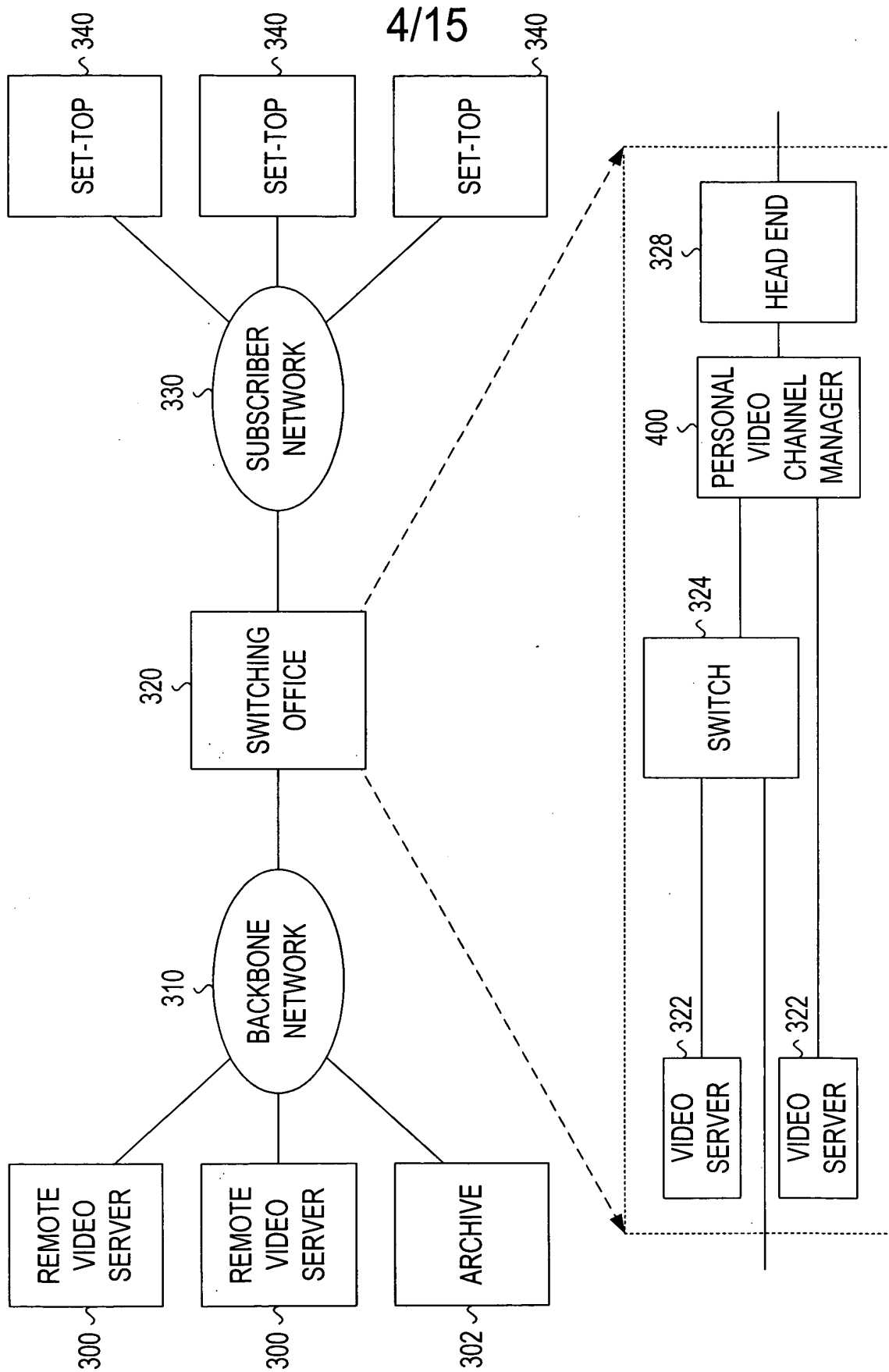


FIG. 4

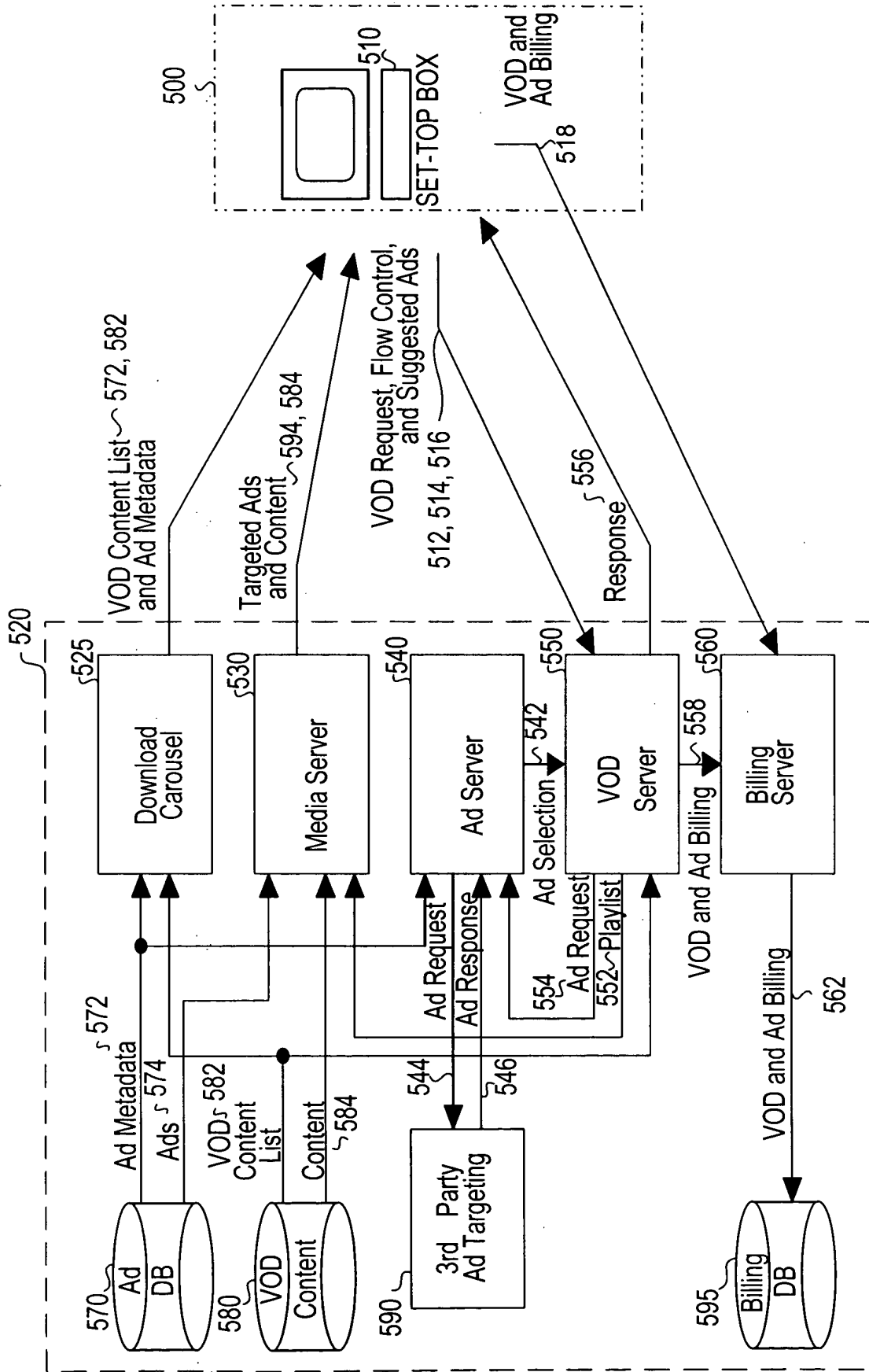


FIG. 5

600	610	620	630
Media Name	Type	HMMSS	URL
Ford Focus	Ad	000030	\\media \ads \ford \focus.mpg
Green Giant Corn	Ad	000030	\\media \ads \pillsbury \corn.mpg
Lord of the Rings	Preview	000300	\\media \previews \newline \lordofrings.mpg
Scary Movie II	Movie	012200	\\media \movies \disney \scarymovie2.mpg
Ford ZX2	Ad	000030	\\media \ads \ford \zx2.mpg
Progresso Soup	Ad	000030	\\media \ads \pillsbury \progresso.mpg

FIG. 6

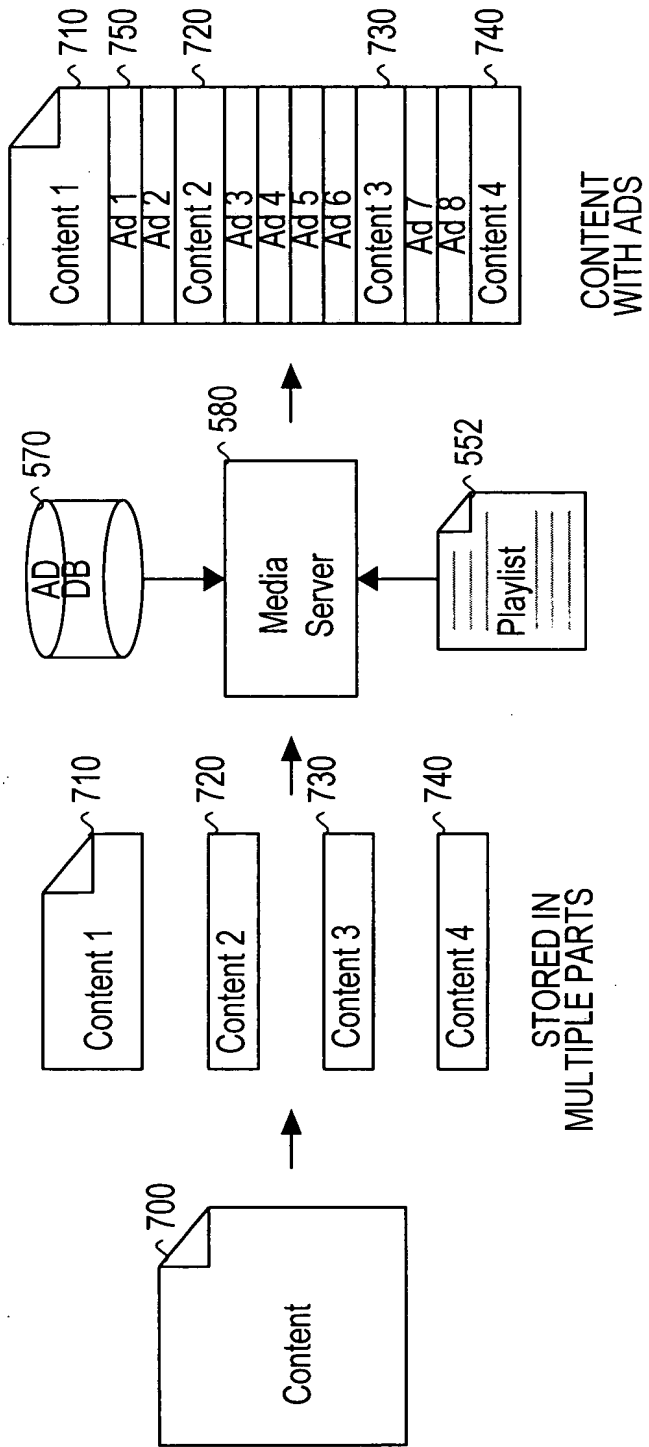


FIG. 7

ORIGINAL PLAYLIST

INDEX	DURATION	URL	REPLACE AD IN PLAYLIST WITH LOCAL REFERENCE
001	000030	\\MEDIA\ADS\FOCUS.MPG	
002	000030	\\MEDIA\ADS\CORN.MPG	
003	012200	\\MEDIA\MOVIE\SCARY2.MPG	
...			

NEW PLAYLIST

INDEX	DURATION	SOURCE	URL
001	000030	MEDIA SERVER	\\MEDIA\ADS\FOCUS.MPG
002	000030	AD QUEUE	\\LOCALHOST\ADS\CORN.MPG
003	012200	MEDIA SERVER	\\MEDIA\MOVIE\SCARY2.MPG
...			

FIG. 8

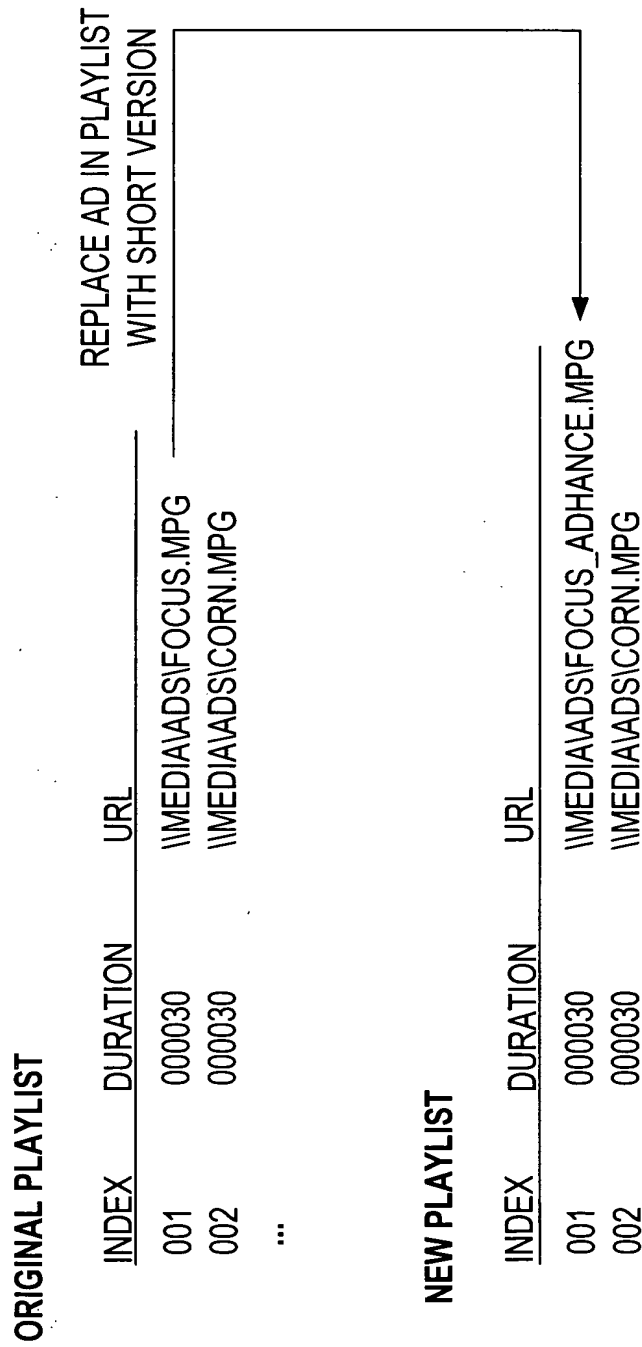
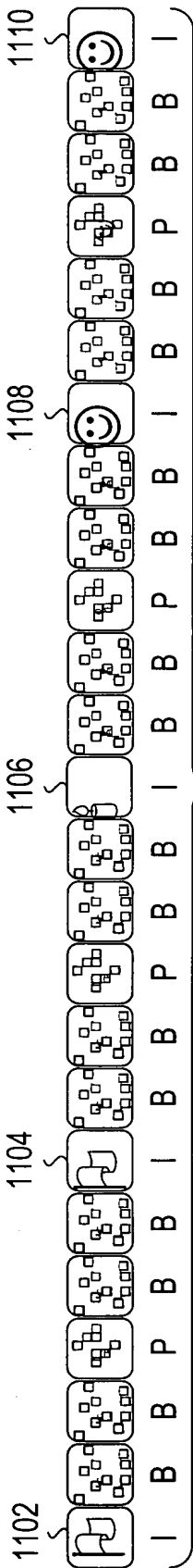


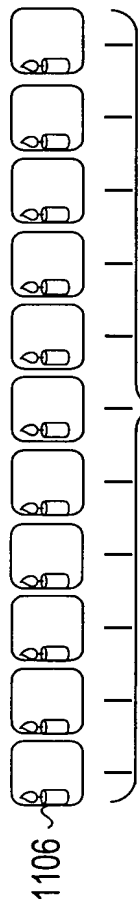
FIG. 9

INDEX	DURATION	URL	ALTERNATE URL
001	000030	\\MEDIA\ADS\FOCUS.MPG	\\MEDIA\ADS\FOCUS.ALT.MPG
002	000030	\\MEDIA\ADS\CORN.MPG	\\MEDIA\ADS\CORN.ALT.MPG
...			

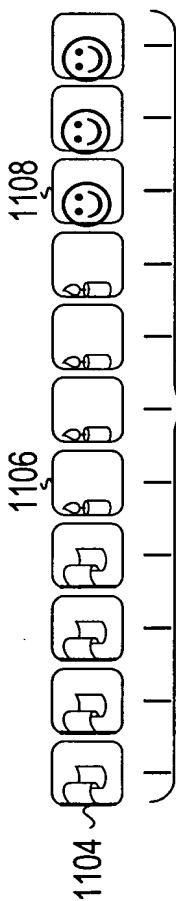
FIG. 10



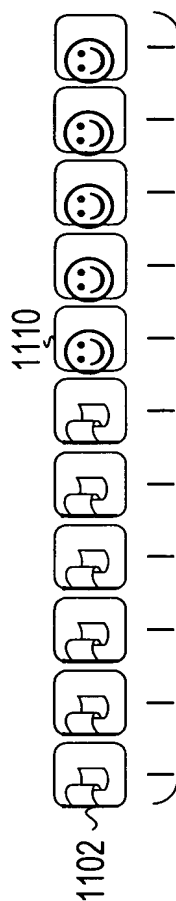
1100 ~ ORIGINAL ADVERTISEMENT MPEG2 VIDEO FILE



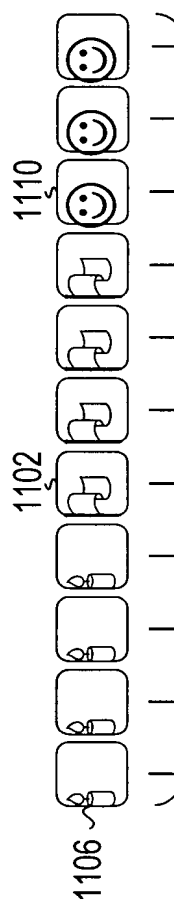
1120 ~ SINGLE I FRAME REPETITION



1130 ~ SEVERAL I FRAME REPETITION IN CONTIGUOUS SEQUENCE



1140 ~ SEVERAL I FRAME REPETITION IN SEQUENCE



1150 ~ SEVERAL I FRAMES REPETITION OUT OF SEQUENCE

FIG. 11A

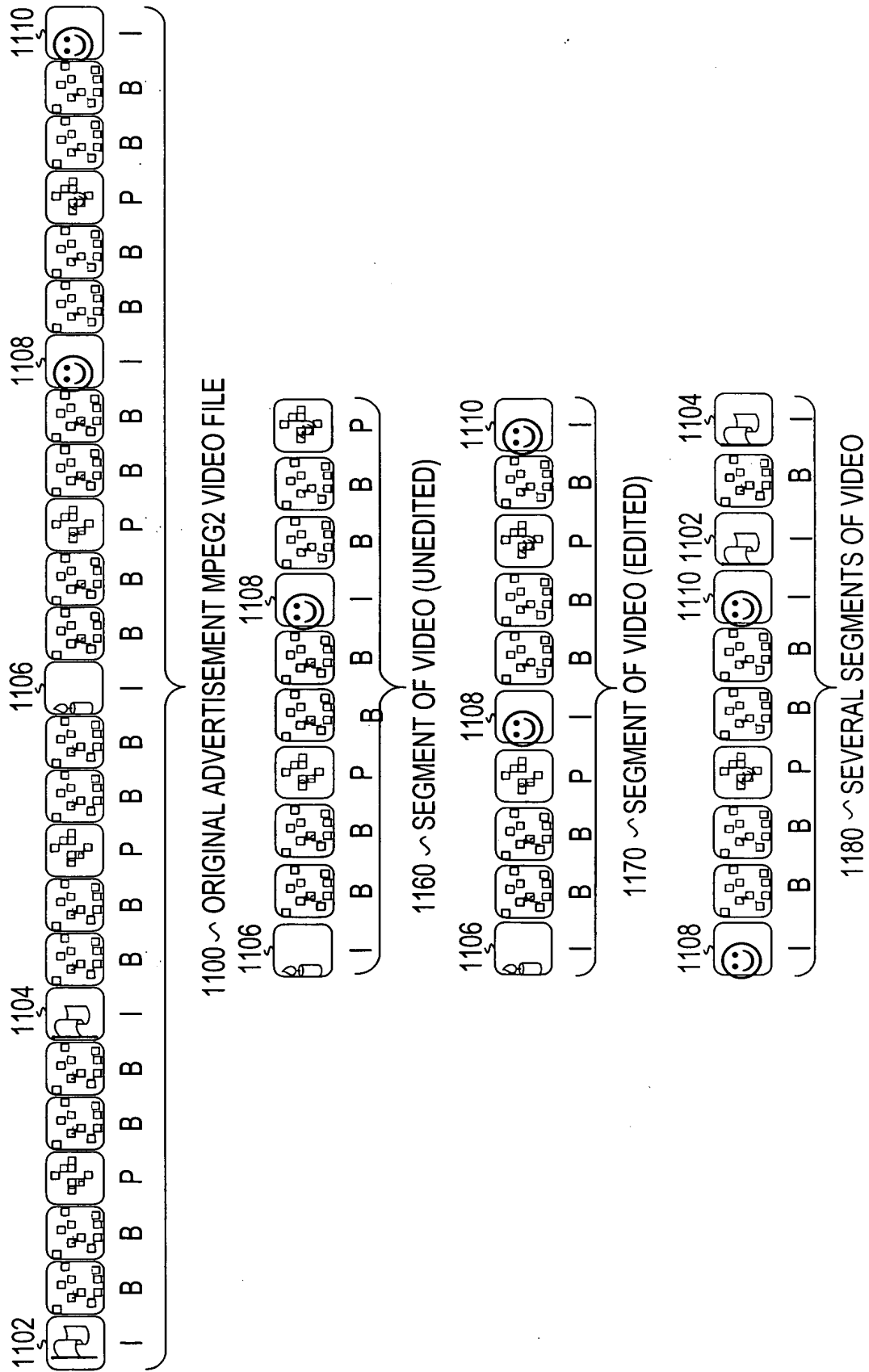


FIG. 11B

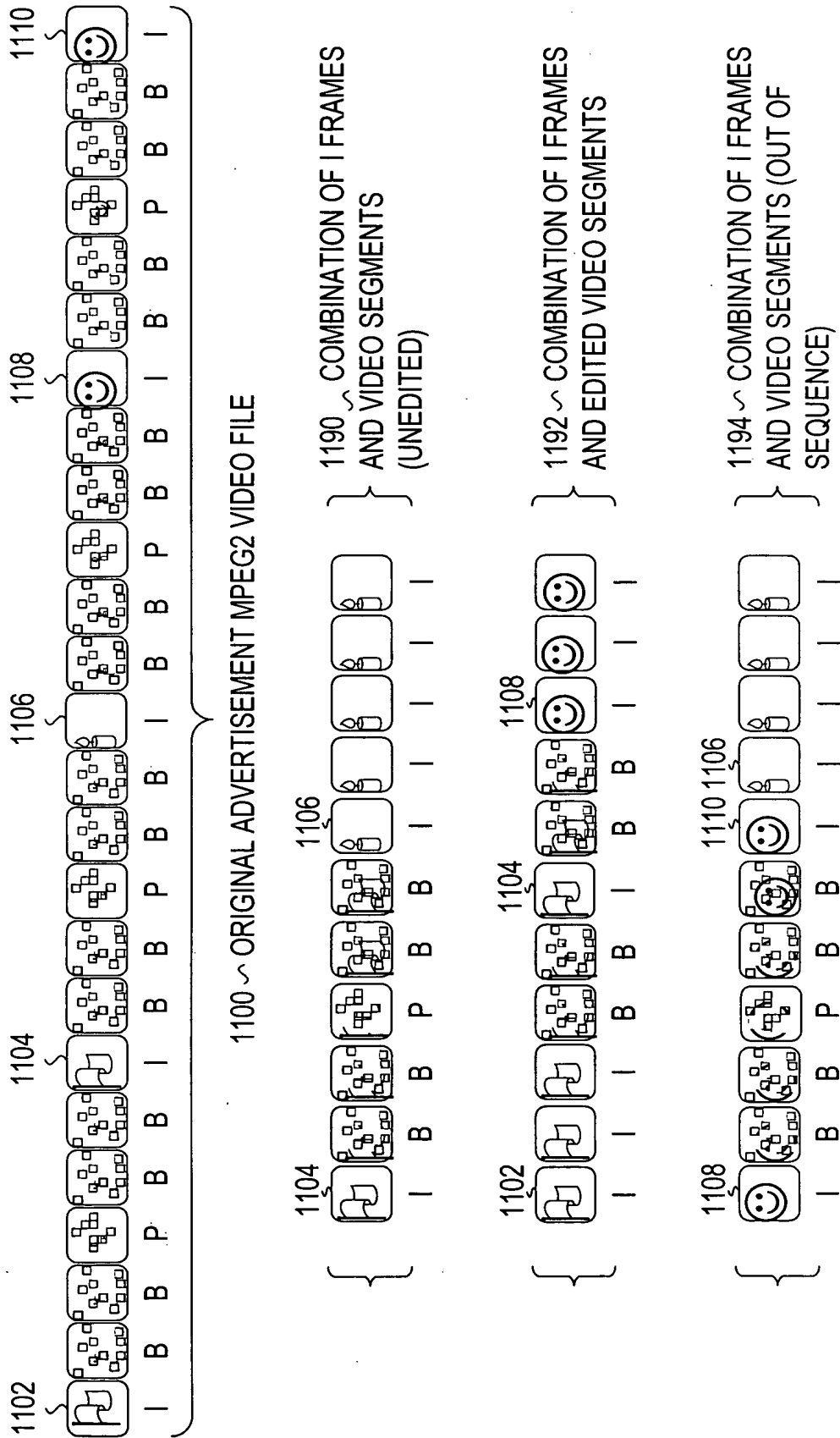


FIG. 11C

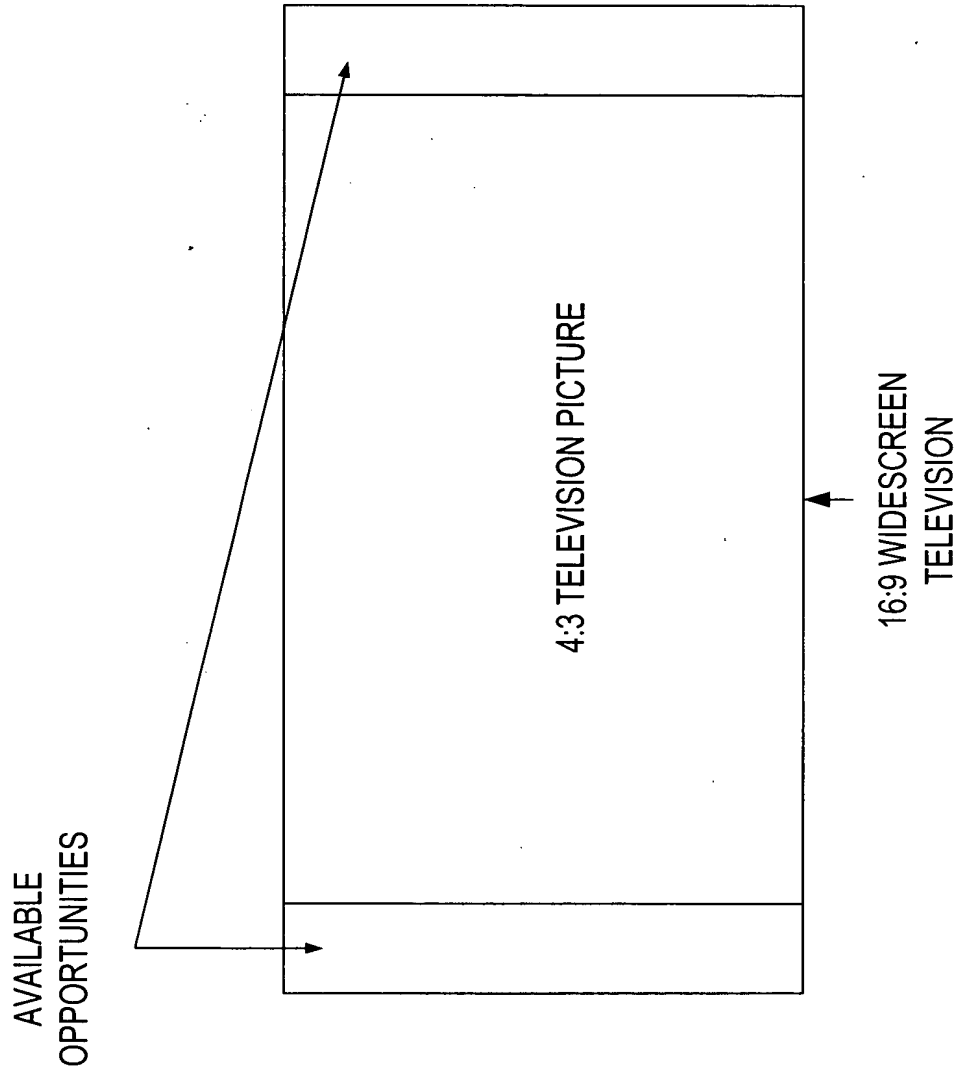


FIG. 12

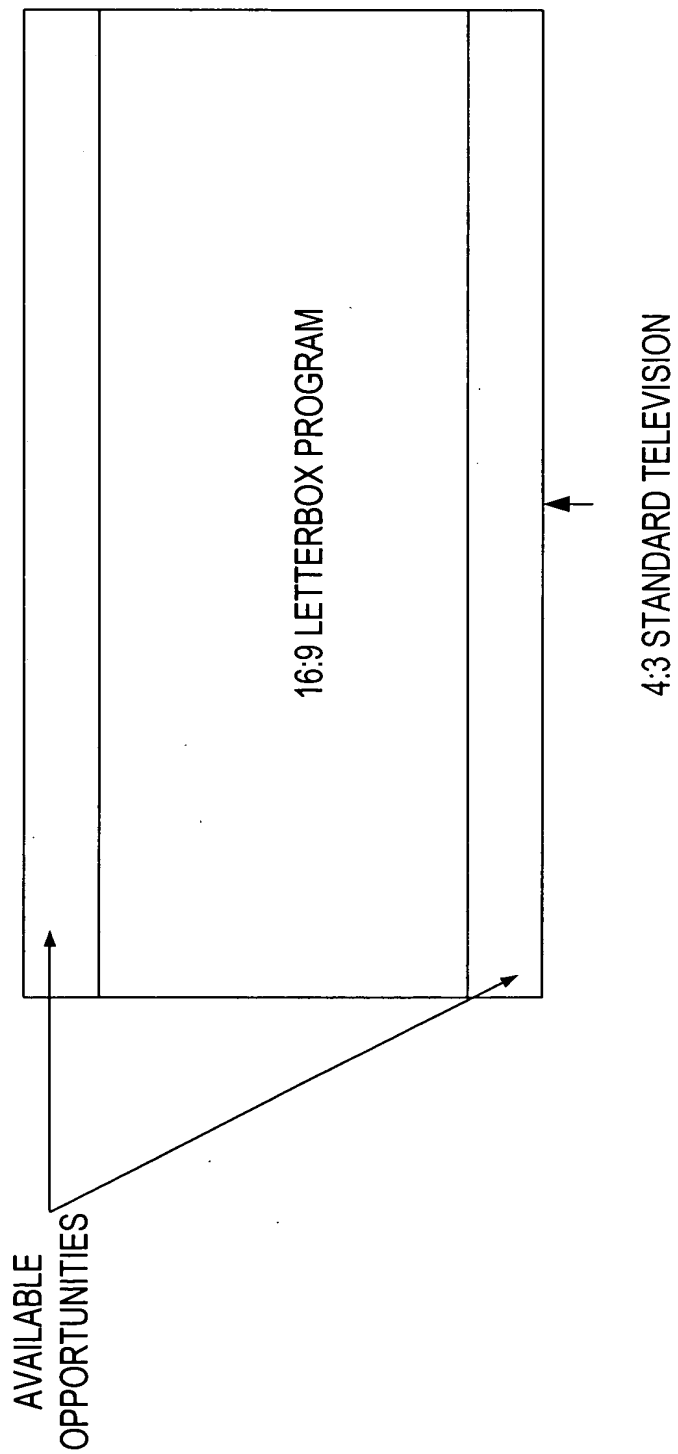


FIG. 13